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SALES PROMOTION, A SUGGESTED ADULT DISTRIBUTIVE EDUCATION COURSE OUTLINE.

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THIS SUGGESTED OUTLINE FOR A BASIC COURSE IN SALES PROMOTION IS DESIGNED FOR NOT LESS THAN FIVE 2-HOUR SESSIONS ON (1) ASPECTS OF SALES PROMOTION, (2) SALES PROMOTION TECHNIQUES, (3) NEWSPAPER ADVERTISING, (4) WINDOW AND INTERIOR DISPLAY PRINCIPLES, AND (5) SELECTED PROMOTIONAL MEDIA AND DEVICES. POSSIBLE TEACHERS INCLUDE A SALES PROMOTION MANAGER, A MERCHANDISING MANAGER, AN OWNER-MANAGER OF A SMALL BUSINESS ENTERPRISE, OR A TEACHER OF DISTRIBUTIVE EDUCATION IN HIGH SCHOOL OR COLLEGE. IT IS SUGGESTED THAT ONE INDIVIDUAL TEACH THE ENTIRE COURSE, ESPECIALLY ONE FAMILIAR WITH LOCAL BUSINESS CONDITIONS AND PRACTICES. GROUP PARTICIPATION AND DISCUSSION SHOULD BE USED. INCLUDED ARE A BIBLIOGRAPHY, TIPS FOR INSTRUCTORS, AND POINTERS FOR DISCUSSION LEADERS. (SM)

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sales promotion

a suggested adult distributive education course outline

THE UNIVERSITY OF THE STATE OF NEW YORK / THE STATE EDUCATION DEPARTMENT / BUREAU OF CONTINUING EDUCATION CURRICULUM DEVELOPMENT / ALBANY, NEW YORK 12224 / 1966

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FOREWORD

Competition for sales dollars is a constant challenge faced by most, if not all, types of marketers. Invariably, increasing competition in terms of merchandise, prices, services, facilities, displays, employee development, and public relations emphasizes the need for effective coordination of all marketing activities involved in the selling function.

This adult distributive education course, Sales Promotion, was developed initially by members of the Bureau of Business and Distributive Education and based on material used in the adult distributive education program in Connecticut and several other states of the North Atlantic region. The present revision was prepared by Alan J. Rubin, merchandise manager at the Casual Corner, Inc., Midtown Plaza, Rochester, New York, under the direction of E. John Gradoni and Hunting Sherrill of the Bureau of Business and Distributive Education.

Sales promotion, when successfully executed, supplements and reinforces the materials and techniques used in advertising, personal selling, product display, and publicity. In their quest for additional business, it is anticipated that many owner-managers of retail establishments, and some of their employees, will acquire greater insight into an important and at times complex phase of their operation by completing this course.

The Bureau of Continuing Education Curriculum Development revised, edited, and prepared this manuscript for press.

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INTRODUCTION

Broadly defined, sales promotion refers to any special effort a marketer may make to improve his business and to hold on to his customers. It includes anything he does to move additional goods and services out of his store. All business activities which are intended to have a positive influence on sales can be considered sales promotion.

This suggested outline for a course in Sales Promotion is designed to cover some of the basic aspects of the subject, including such things as the relationship of sales promotion to other forms of selling activity, purposes and objectives of a properly conceived program, use of major types of promotional media, and accepted evaluative criteria and techniques. The complex nature of sales promotion restricts the scope and depth of content presented in any short course. The course outlined in this publication is not intended for anyone with extensive experience in sales promotion.

This course is planned for not less than five 2-hour sessions. Possible teachers include a sales promotion manager, a merchandising manager, an owner-manager of a small business enterprise, a teacher of distributive education in high school or college. Because of the need for continuity in presentation, it is suggested that one individual be assigned to teach the complete course. This should not be interpreted to preclude the use of selected guest speakers. Whenever possible, group participation and discussion rather than the lecture method should be used.

Experience has shown that the most successful instructors of sales promotion are those who are familiar with local business conditions and practices, and can relate course content to day-to-day experiences of the enrollees.

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Session I

Aspects of Sales Promotion

A. Sales promotion--a definition

1. Includes many activities
2. Sells goods or services
3. Creates goodwill

B. Determining sales promotion policy

1. Identification of image to be conveyed

a. Location
b. Fashion
c. Assortment
d. Quality
e. Service

2. Importance of store image

a. Selection of the "best" image
b. Presentation and development of the desired image

C. Analyzing the market

1. Characteristics of clientele

a. Income
b. Kind of employment
c. Type of job
d. Age
e. Size of family
f. Type of home
g. Type of community
h. Permanency as residents
i. Social interests
j. Educational level
k. Number

2. Related considerations

a. Topographical or geographical hindrances

(1) Bridges
(2) Hills
(3) Poor streets or roads
(4) Parking problems

b. Other hindrances

(1) Poor business environment
(2) Local politics
(3) Local ordinances
(4) Competition

D. Determining what to promote--desired goods and services

1. Merchandise
2. Price
3. Timeliness
4. Quality
5. Fashion
6. Quantity

E. Avenues for promotional effort

1. Advertising
2. Display
3. Public relations

F. Advertising--forerunner of sales promotion

1. Sales promotion an outgrowth of advertising
2. Change in nature and type of promotional emphasis after 1920
3. Advertising, backbone of sales promotion

G. Evolution of advertising

1. Advertising in a barter economy
2. Forms of early advertising

a. Word of mouth--criers
b. Display of goods--marketplaces, shops, windows, and interiors
c. Symbolic signs of business
d. Early written advertising--handbills, newspapers

H. Contemporary advertising activities

1. Formal instruction in advertising
2. Analysis of advertising expenditures

I. Truth in advertising

1. Unethical advertisements, 1890-1910
2. Growth of consumer protection groups
3. Creation of code of ethics

J. Modern retail advertising procedure

1. Definition of advertising
2. Major types of advertising--promotional and institutional

3. Principal kinds of advertising media--newspapers, direct mail, radio, TV, outdoor, public vehicles, theatre film trailers, handouts, and classified advertisements

K. Advertising appeals

1. Identification of instincts
2. Selection of appeals
3. Illustration of appeals

L. Attributes of a good advertisement

1. Attracts attention
2. Creates interest
3. Arouses desire
4. Induces action

M. Reasons for advertising

1. Sell goods
2. Get nearer to customer
3. Create demand
4. Familiarize consumer with use of product
5. Introduce new styles
6. Create goodwill
7. Obtain lists of prospects
8. Pave way for salesmen
9. Promote product identification--trademark, slogan, appearance
10. Build store traffic
11. Present key selling points

Session II

Sales Promotion Techniques

A. Sales promotion department objectives

1. To reach larger markets
2. To cultivate those markets more aggressively

B. Responsibilities of the sales promotion manager

1. Coordinate activities of advertising, display, public relations, and personnel departments
2. Promote special activities from department events to storewide anniversaries

C. Types of sales promotion department organization

1. Converted publicity division--publicity manager becomes sales promotion executive
2. Sales promotion committee
3. Centralized sales promotion division

D. Merits of the committee plan

1. Department heads assist in planning sales activities.
2. Diversity of viewpoints is presented.
3. Cooperation is encouraged.
4. Responsibility for selling plans is shared.

E. Centralized sales promotion division approach

1. This approach is based on NRMA recommendation.
2. Sales personnel are supervised by sales promotion division.
3. Personnel and training divisions are considered aspects of sales promotion rather than management.
4. Sales results are shared jointly by sales promotion and department managers.
5. Better training of sales personnel is expected to result.

F. Steps in sales promotion planning

1. Definition of problem and establishment of specific objectives
2. Review of past experience and performance
3. Establishment of necessary budgets
4. Development of basic promotion idea
5. Review of available media
6. Assignment of responsibilities
7. Schedule of followups
8. Provision for periodic progress reviews

9. Final review and presentation of finished plan
10. Review and writeup of events after promotion is over

G. Promotional media

1. Radio spots
2. Window display
3. Direct mail
4. Newspaper advertisements
5. Department displays
6. Merchandise demonstrations
7. Store bulletins

Session III

Newspaper Advertising

A. Functions of newspaper advertising

1. Intensive and dense coverage of local community
2. Sale of staple products and services--convenience and shopping goods
3. Special sales and seasonal promotions
4. Test campaigns

B. Types of newspaper advertisements

1. Single item
2. Related item
3. Omnibus item

C. Factors in preparing a newspaper advertisement

1. Timing
2. Selecting merchandise
3. Developing and writing copy
4. Preparing illustrations and layout

D. Objectives of an effective newspaper advertisement

1. Get attention
2. Develop interest
3. Create desire
4. Obtain consumer action

E. Characteristics of good copy

1. Simple
2. Informative
3. Enthusiastic
4. Interesting
5. Truthful

F. Selection of media

1. Market to be reached
2. Cost per contact
3. Influence on prospect
4. Assistance and service given

G. Small advertisements vs. large advertisements for small advertiser

1. Type of business
2. Custom

3. Competition
4. Image sought

H. Set (position of advertisement selected by advertiser) vs. run-of-paper (position determined by newspaper staff)

1. Ease of identification
2. Merit of repetition
3. Cost

I. Frequency of advertising

J. Does advertising pay?

K. Can a business get along without advertising?

Session IV

Window and Interior Display Principles

A. Purposes of window displays

1. Present a form of visual merchandising
2. Attract attention to the store
3. Reflect store personality
4. Stop sidewalk traffic
5. Tell a story
6. Arouse interest
7. Sell merchandise

B. Related considerations

1. Superiority of sight appeals over appeals to other senses
2. Availability of large number of window shoppers
3. Need to attract viewers quickly
4. Relationship of effective display to sales volume

C. Advantages of window displays over advertising

1. Show merchandise at point of purchase
2. Place actual merchandise before shopper
3. Utilize color and motion

D. Attention-getting elements in a display

1. Bright illumination
2. Vivid coloring
3. Strong contrasts
4. Motion
5. Timely merchandise
6. Novelty
7. Interest
8. Pleasing features
9. Large readable signs

E. Kinds of window displays

1. Prestige
2. Institutional
3. Promotional or selling

F. Types of displays

1. Single article
2. Featured lines
3. Related articles

4. Material or production processes
5. General interest material
6. Service facilities
7. Seasonal, community, or special events

G. Uses of promotional window display

1. Separate merchandising medium

a. Eases check of productivity
b. Permits purchases for special promotion
c. Encourages timely presentations

2. Support and supplement advertising

a. Reach customers who do not see advertising
b. Emphasize importance of product
c. Increase impact on buyer by repetition
d. Produce coordinated sales effort to increase productivity

H. Fundamental rules for effective window displays

1. Advertise the character of the store.
2. Include human interest touches.
3. Suggest use of merchandise.
4. Display seasonable goods.
5. Display related items together.
6. Group the merchandise.
7. Avoid crowding.
8. Stress simplicity.
9. Plan in advance.
10. Provide adequate lighting.
11. Observe cleanliness and good housekeeping.
12. Price merchandise plainly (where tickets are used).
13. Make careful use of color.
14. Change window display regularly.

I. Bases of Assigning Windows

1. Seasonal appeal and timeliness
2. Past record of effectiveness and productivity
3. Departmental sales and volume potential
4. Special promotions, advertisements
5. Attractiveness, attention value, and pulling power of merchandise
6. Ability of the merchandise to combine with merchandise from other departments
7. Prestige won for store

J. Need for changing displays

1. Some people pass windows every day.

2. People like to see new and different things.
3. Displays should be geared to advertising and selling programs.
4. Customers become better acquainted with various merchandise items carried.
5. Everything in the store is worth showing.
6. The window is the most conspicuous part of the store and must maintain its consistent sales appeal.

K. Interior display as a selling tool

1. Interior display--definition
2. Factors increasing importance of interior display

    a. Growth of self-service
    b. Widespread use of glass fronts

3. Responsibility for interior display

    a. Store personnel
    b. Outside sources

4. Merits of interior display

    a. Shows merchandise effectively
    b. Increases sales
    c. Improves store appearance

L. Types of interior displays

1. Open, self-service displays
2. Closed displays
3. Ledge and wall displays
4. Platform displays
5. Architectural displays

M. Factors within store which affect displays

1. Store layout--aisle space, traffic flow
2. Background--walls, decorations, lighting
3. Equipment--type used, placement, and height

N. Criteria for determining effectiveness of displays

1. Number of people who see the displays
2. Desirability of merchandise displayed
3. Attraction and effectiveness of displays

Session V

Selected Promotional Media and Devices

A. Direct Mail

1. Kinds of direct mail

   a. Postal cards
   b. Letters
   c. Folders
   d. Leaflets
   e. Booklets
   f. Calendars
   g. Reply cards
   h. Broadsides
   i. Catalogs

2. Characteristics of direct mail

   a. Reaches selected audience
   b. Uses personal approach
   c. Gets undivided attention of reader
   d. Is relatively inexpensive
   e. Has great versatility

3. Limitations of direct mail

   a. Mailing lists may be difficult to maintain.
   b. Distribution may be wasteful.
   c. Reaction of respondents may be slow.

B. Radio

1. Characteristics of radio advertising

   a. Use by small and moderate size retailer is increasing.
   b. Expenditures for local programs are greater.
   c. Reaction to radio advertising is slower than to newspaper promotion.
   d. Best times to broadcast are determined by market sought.

2. Advantages of radio advertising

   a. Is free from simultaneous competition
   b. Has personal and vocal sales approach
   c. Gives opportunity for frequent messages
   d. Has flexibility and variety
   e. Permits appeals to various audiences

3. Effectiveness of radio advertising

    a. Response seldom immediate on regular-price item
    b. Quick response on low-price mass appeal products
    c. Limited response on higher priced items to a select market

4. Factors governing use of radio advertising

    a. Established need for this type of advertising
    b. Funds available for this form of promotion
    c. Stations available over which to broadcast
    d. Coverage of stations
    e. Quality of commercial
    f. Appropriateness of broadcast time
    g. Selection of the right type of program
    h. Method of broadcasting

C. Television

1. A national advertising medium
2. Growing use on local level through tie-ins, spots, and locally produced shows
3. Strong advantage of sight and sound presentations
4. Value enhanced at all levels by use of color
5. Cost considerations a major deterrent for some businesses

D. Telephone and mail shopping services

1. Phone and mail shopping services reach people who cannot shop in person.
2. Special services help personalize the store and build patronage and goodwill.
3. Exchange and return problems may increase.

E. Premiums, samples, and specialties

1. Trading stamps are one of the most important types of premium used today.
2. Use of trading stamps as a merchandising device is still debated by many businesses.
3. Coupons and samples are frequently sent to homes of consumers.
4. Specialties are used to build goodwill for makers and sellers of all kinds of products.
5. Various forms of premiums are used for the following reasons:

    a. Introduce a new product
    b. Stimulate sales of an established item
    c. Develop new users and uses
    d. Secure leads for salesmen
    e. Obtain information about prospective uses
    f. Boost off-season sales

g. Keep people buying steadily
h. Increase unit sales

F. Bonuses and prizes for salespeople

1. Use quota system.
2. Organize storewide contests.
3. Add fringe benefits--time off with pay, paid vacation.

G. Factors to consider in evaluation of a sales promotion program

1. Current image sought
2. Long-range character or personality to be achieved
3. Media best suited to reach the desired market
4. Knowledge of customers
5. Cost factors
6. Likelihood of success in terms of proven experience

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A guide for retail advertising and selling.

Bureau of Advertising of the American Newspaper Publishers Assn., Inc., 485 Lexington Avenue, New York 22, New York.
Annual timetable of retail opportunities.

National Cash Register Company, Merchants Service, Dayton, Ohio.
Advertise to promote your business and sell your goods.
Display selling.
Making your windows work for you.

National Retail Merchants Association, 100 West 31st Street, New York 1, New York.
Sales promotion manual for smaller stores, 55704.
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Advertising at work. (16 mm., color, 23 min.)

American Newspaper Publishers' Association, Bureau of Advertising, 485 Lexington Avenue, New York.
People, profits and you. (16 mm., color, 16 min.)

Business Education Films, 5113 16th Avenue, Brooklyn 4, New York.
Public relations. (16 mm., black and white, 17 min.)

APPENDIX

TIPS FOR INSTRUCTORS

A. Preparation

1. The room

   a. Arrange chairs so students can face one another.
   b. Check visual aids and physical properties such as heat, light, ventilation, ashtrays, comfortable chairs, and freedom from noise.

2. Teaching aids--chalkboard, charts, illustrations, diagrams, posters, cartoons, books, manuals, pamphlets, instruction sheets, samples, cutaways, motion pictures, filmstrips and slides, models, exhibits, and field trips

3. Teaching methods

   a. Discussion--to warm up or review, to promote understanding, to give reasons, to emphasize factual material, to make people think, to get opinions
   b. Conference--to modify opinions, to develop understanding, to get acceptance
   c. Demonstration, dramatization, and field trips--to show manipulative operations, to clarify principles or theory, to show use of equipment, to orient and explain
   d. Practice and drill--to develop performance skill, to help in retaining information, knowledge, and understanding
   e. Lecture--to present information or explain a process

B. Presentation

1. Be positive--direct attention quickly to the subject at hand.
2. Direct the thinking of the group--focus attention on specifics; keep order.
3. Speak correctly--use a pleasant voice, control pitch and volume; speak slowly and distinctly; enunciate clearly; use proper words.
4. Be well groomed and conservatively dressed.
5. Avoid distracting mannerisms.
6. Start on time; be businesslike; stop on time.
7. You should:

   a. Smile--it's standard equipment.
   b. Be enthusiastic--it's contagious.
   c. Sell--never tell.
   d. Change voice, pace, and tone.
   e. Encourage participation.
   f. Dramatize.
   g. Follow your plan.

C. Handling visual aids

1. Flow charts

   a. Face the students, not the chart.
   b. Be sure everyone can see the flow chart.
   c. Use a pointer.
   d. First go through the points on the chart quickly.

2. Chalkboard

   a. Write legibly, but quickly.
   b. Stand beside, not in front of, your writing.
   c. Talk while writing.
   d. Use the chalkboard as you would a chart presentation. (See C, 1, Flow Charts, above.)

3. Films (moving picture and slide)

   a. Preview the film.

   b. Plan introductory remarks.

      (1) What the film will show
      (2) Why it is being shown
      (3) What the students are expected to get out of it

   c. Prepare the room and equipment.

   d. Prepare students to see the film.

   e. Project the film. (Don't leave the room.)

   f. Summarize the main points.

D. Using the proper teaching method

1. Discussion, conference, demonstration, practice and drill, and lecture (see A, 3, a-e) are all good methods.
2. Do not embarrass an adult with a question he can't answer.

E. Closing the session

1. Summarize the key points.
2. Encourage the students.
3. Promote attendance at next session.
4. Do not assign homework.

POINTERS FOR DISCUSSION LEADERS

A. Prepare the lesson.

1. Determine what is to be presented.
2. Organize your lesson; outline it.
3. Decide the best method of presentation.
4. Plan suitable visual aids--charts, graphs, slides, films, and pamphlets.
5. Reduce your plans to writing:

Title
A.
1.
2.
B.
1.

B. Prepare yourself.

1. Rehearse your presentation.
2. Time your presentation. Reserve about half your time for discussion and questions.
3. Attempt to anticipate questions that may be asked.

C. Prepare the room.

1. Check list of materials and aids you plan to use.
2. Check operation of any required equipment.
3. Check room facilities--chalkboard, chalk, erasers, lights.

D. Prepare your class.

1. Introduce yourself.
2. Make a few introductory remarks.

E. Miscellaneous

1. Emphasize and summarize important points.
2. Announce each topic you present; summarize afterwards.
3. When talking, face the class, not the chalkboard.
4. Insist that students identify themselves when asking questions.
5. Ask that elaborate questions be rephrased into shorter ones.
6. Do not permit questions until the end of lecture period.
7. Permit only one question or problem at a time. Carry each problem through to a conclusion before the next question.

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